



MUC-OFF JOINS FORCES WITH CANYON ESPORTS TEAM

POOLE 17.02.2021, FOR IMMEDIATE RELEASE — Muc-Off the global leaders in bicycle and motorcycle care, are excited to announce a new partnership with Canyon Esports for the 2021 season.

Having formed in 2019, Canyon Esports are the first team of their kind, and ranked number one in the world. They've already enjoyed incredible success; winning the inaugural Zwift Community League, as well as multiple one-day wins at Zwift Racing's highest level. Indoor cycling has become increasingly popular in recent years and is in many ways, changing the face of cycling. More and more riders are turning to the online platform to replace outdoor rides, particularly during lockdowns and to avoid challenging winter conditions.

"As cycling evolves, we must too. Zwift has become a huge platform for cyclists across the globe, and we've already begun to develop some rad new products to help with performance and maintenance when racing online. Sponsoring an incredible team like Canyon Esports was the next step for us, we can't wait to see what we can achieve together." – Alex Trimnell, CEO at Muc-Off.

The team will be using Muc-Off's growing range of indoor products. From Dry Lube for drivetrain performance, to Sweat Protect for maintaining frames and components, supporting them to continue their dominance at the highest level.

"We are delighted to be partnering with Muc-Off for the 2021 season. There is an obvious synergy between the brands, and we are excited to see what we can do together in the coming season. The team are flying at the moment after winning the Zwift Premier League in the men's division and taking the No.1 position in the world. We'll certainly be looking to repeat those performances and that means a lot more sweating! I will be comforted knowing our riders will now be able to take better care of their race machines, thanks to Muc-Off's indoor products." Rhys Howell, Strategic Partnerships.

Having strong gender equality has always been part of the team's DNA, and for the 2021 season, they've bolstered their squad with six male riders and ten female riders. With four riders being current eRacing National Champions, they have an extremely strong line-up for up-coming season.

Alongside their senior team, Canyon Esports also has a development team, geared towards discovering cycling's future stars. It's a diverse team that's made up of at least 25% of riders from minority backgrounds. All athletes are aged between 16-23 years old from across the world, and all have the opportunity to be promoted to the senior squads if they perform well.

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About Muc-Off:

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world's first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To make a long story short, Rex's cleaner was the best thing since sliced bread, and it wasn't long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is now the go-to brand for top riders. And, in case you haven't noticed, they do a bit more than our original pink cleaner these days.